

January

Theme/Action	Date	Events	Written Content	Point of Contacts
Human Trafficking Awareness Month	All month	- Wear Blue Day - Press Conference	- Press Release - Social media campaign	Asia Jackson
National Mentoring Month	All month		- Foster Youth and Ways of Working	Comms
Martin Luther King Jr. Day	1/20		- Email message to staff	Comms
Set date and reserve room for Caring for Kids Awards	1/15	Prep		Pat McKee

February

Theme/Action	Date	Events	Written Content	Point of Contacts
DWD Blood Drive	TBD		- Distribute Flyers	DWD
DWD & DCF Food Drive	Late Feb		- Distribute Flyers	DWD
Teen Dating Violence Awareness Month/week			- External	DSP/End Abuse
Black History Month			- Internal	EIAC
Send Social Work Month Proclamation	2/1	Prep		
Set date and reserve room for Foster Care Awards	2/12	Prep		

March

Theme/Action	Date	Events	Written Content	Point of Contacts
National Social Worker Month	All month	- Caring for Kids Awards (Assembly Chamber)	- Awareness Press Release (Int/Ext) - Awards Press Release (Ext) - Wrap-up article (Int) - Social Media Campaign	Wendy Henderson
PinG Awards	Mid-March	- DCF Reps participate in event at Union South on UWM Campus	- Wrap-up article (Int) - Email to staff	Leah Watson/Mary Drumm
March Madness/Frozen Four for Men/Women Wisconsin Teams	Mid-March	- Friendly competition brackets for staff predictions - Wear your colors on game days	- Email to staff	Comms
National Read Across America Day				DECE
Women’s History Month				EIAC
Child Abuse and Neglect Proclamation Due	3/1	CANPB handling		
Set date and reserve Executive Residence for Foster Youth Graduation Event	3/18	Prep		

April

Theme/Action	Date	Events	Written Content	Point of Contacts
Child Abuse & Neglect Prevention Month	All month	- Pinwheel event - Wear Blue Day	- Awareness Press Release (Int/Ext) - Wear Blue Article (Int) - Social Media Campaign	Wendy Henderson/Charmian Klyve
April Arab American Heritage Month	All Month			
National County Government Month	All Month		- Social Media - County visit?	Comms
Records Management Month	All Month		- Internal Article	Pam Winans
Governor’s Easter Egg Hunt	TBD	- DSP sends invite to Foster/Adoptive Parents (Exec Residence)	- Wrap-up article (Int)	Danielle Knopp
Administrative Professionals Day	4/22			Management
Take Our Daughters and Sons to Work Day	4/23		- Wrap-up article/photos (Int) - Social Media	EELT
Sexual Assault Awareness Month	All month			DSP
Send Foster Care Month Proclamation	4/1	Prep		

May

Theme/Action	Date	Events	Written Content	Point of Contacts
National Foster Care Month	All month	- Foster Care Awards (Assembly Chamber)	- Awareness Press Release (Int/Ext) - Awards Press Release (Int/Ext) - Social Media Campaign	Lindsay Wood
Jewish American Heritage Month	All month			
World Day for cultural diversity	5/21			
Older Americans Month	All month			
Mother’s Day	May 10		- Email from Secretary	Comms
WISCAP Awards	TBD	- Community Action Awards	- Wrap-up article (Int) - Talking points	DFES
National Public Service Recognition Week	5/3 - 9	- Employee Appreciation Day	- Email to Staff - Social Media	EELT
National Provider Appreciation Day	5/8	- Child Care Provider visit	- Press Release (Int/Ext) - Social Media	Erin Arango-Escalante
National Mental Health Awareness Month	All month			Comms
Asian Pacific Heritage Month	All month			EIAC

June

Theme/Action	Date	Events	Written Content	Point of Contacts
Father’s Day	June 21		- Email from Secretary	Comms
Foster Youth Graduation Ceremony	TBD	- Event at Executive Residence	- Wrap-up Press Release (Ext) - Wrap-up Article/Photos (Int)	Greta Munns
Juneteenth Celebration	June 19			EIAC/Bianca
World Refugee Day	June 20			Bojana Zoric Martinez
Fatherhood Day	DCF picks a day			
Pride Month	All month			EIAC
National Reunification Month	All month			DSP

July

Theme/Action	Date	Events	Written Content	Point of Contacts
Make a Difference to Children Month	All month		- Article (Int)	Comms
Send Child Support Awareness Month Proclamation	7/1	Prep		

August

Theme/Action	Date	Events	Written Content	Point of Contacts
National Child Support Awareness Month	All month		- Awareness Press Release (Int/Ext) - Social Media Campaign	Connie Chesnik
International Youth Day	8/1		- Social Media - Article dependent upon theme	Comms
Choose date and reserve Assembly Chamber for Adoption Awards	8/3	Prep		

September

Theme/Action	Date	Events	Written Content	Point of Contacts
Workforce Development Month	All month	- Possible joint event with DWD at a job center - Trans Jobs site visit	- Social Media Campaign - Press Release	Connie Chesnik/DWD Comms
Constitution and Citizenship Day	September 17			
Grandparent’s Day	9/13		- Importance of Grandparents Article (Int/Ext)	Comms
Child Passenger Safety Week	9/13 - 19			DOT/Comms
Hispanic Heritage Month	All month			EIAC
Send Domestic Violence Awareness Month Proclamation	9/1	Prep		

October

Theme/Action	Date	Events	Written Content	Point of Contacts
Domestic Violence Awareness Month	All month	- Governor’s Council on Domestic Abuse Awards for Outstanding Achievement in DA Issues - Wear Purple Day w/ DOC (late October)	- Awards Press Release (Int/Ext) - Wear Purple Press Release (Int/Ext) - Social Media Campaign	Sharon Lewandowski
National Disability Employment Awareness Month	All month			
Coming Out Day	October 11			
International day for the eradication of poverty	10/17			
Partners in Giving Campaign	2 nd week of Oct	- Multiple Events	- Email to Staff - Intranet page - Poster Design - Email communication for events - Photos of Events	Leah Watson/Mary Drumm
Send Adoption Month Proclamation	10/1	Prep		

November

Theme/Action	Date	Events	Written Content	Point of Contacts
National Adoption Month	All month	- Adoption Awards (Assembly Chamber) - Milwaukee Adoption Day	- Awareness article (Int/Ext) - Awards Press Release (Int/Ext) - Social Media Campaign	Danielle Karnopp
Hmong Heritage Month	All month			
Diwali (Indian Festival of Lights)	Nov. 14			
World Kindness Day	11/13			Comms
Native American Heritage Month	All month			EIAC

December

Theme/Action	Date	Events	Written Content	Point of Contacts
Holidays		- Fun events (Cookies and Cocoa, Door Decorating, Ugly Sweater Day, Cookie Exchange, Games, etc.)	- Email to staff	EELT
Human Rights Day	December 10			

New Years			- Year in Review (Int)	Comm Office/Deputies